

21 January 2024

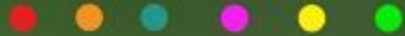
## Innovations Session N°17

The potential of African regional markets:  
Successes from SMEs and Smallholders



INNOVATIONS<sup>📶</sup>  
SERIES





# Introduction

- We do agri-business, we are both exporters and growers of fruit and vegetables. We are located in Kigali-Rwanda (kn169st). And we are specialized in growing and preparing of fruit and vegetables that we export to the Middle East and Europe. We are eligible on the international market.
- First word I can say is, we have to see farmers as persons of value, they are the only one in whole world who can leave their work and be the cause of global instability.

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# Foundation of our company

- ▶ S&I FRESH stands for Sada and Ismael Fresh. This company started in January 2021.
- ▶ This company was founded by Sada Gakuru - also the owner - as she says the idea came in mind after seeing how the world is entering in mode of faking everything, found that food is also getting affected. The idea started on how to grow organic crops, reducing pesticides and fertilizers where they will rely on natural process. The objective was to make local produce global, by supplying global markets.
- ▶ We started with a little investment of 2000 USD(\$) working with farmers operating in public packhouse (NAEB Packhouse and DUBAI port) exporting 300 to 500 boxes. As we have been growing, now we have our own packhouse and some farms, and we help locally to increase the quantity of plantation of fruit and vegetables so that later we don't be incompetent. For now we are able to export 4,500 boxes of fuerte avocado twice a week (each box is 4 kg).
- ▶ As our country (Rwanda) is a bit small and land-locked, we went to join our neighbors. For now we have our company running in 3 East African countries (Tanzania, Uganda and Rwanda), 1 transport by seaway and 2 others by airway.
- ▶ We have our own farms but we can't satisfy the market alone, we support and work with a hundreds of small farmers and big ones to have enough produce.
- ▶ Now we are trying to increase our market size due to goals we set and needs to be achieved.



# MARKET SIZE

## Market we have

- We have been supplying :  
**UAE-DUBAI, UK-LONDON, QATAR-DOHA**

## Targeting market

- We are targeting GERMANY (Berlin) and also want to increase our market in DUBAI and DOHA as we have engaged in different exhibition that takes place every year.



# Competitive analysis of our product

- ▶ Our produce is organically grown,
- ▶ Well packaged and produced using HACCP components,
- ▶ At low price,
- ▶ Tastes different (cause its natural),
- ▶ Quality is provided (only the best),
- ▶ And the best of all, is that we are growing avocado as our main product, almost every season (nonstop harvest).



# Competitive analysis of our product

1. Our produce is organically grown



beans



avocado



Habanero



tamarillo

2. Our packaging with HACCP components (food chain)



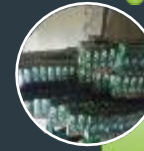
Offloading into crates



Sorting and cleaning



Weighing and packing



Covering boxes



Palletized and loaded



To the means of transport

They are fresh from farm direct to packhouse, quality is our measure.



# ORGANIC FOOD DELICIOUS!

*Who are we?*

S&I FRESH Ltd is a leading private enterprise dedicated to exporting high-quality vegetables and fruits from Rwanda to the global market. With our own farm in Bugesera District and the inclusion of smallholder farmers, we ensure a robust horticultural production value chain.



- It tastes different obviously cause its natural.

As it is stated that: "avocados and chillis are the best and mostly products which are being exported after tea, coffee and pyrethrum in Rwanda" in agriculture.

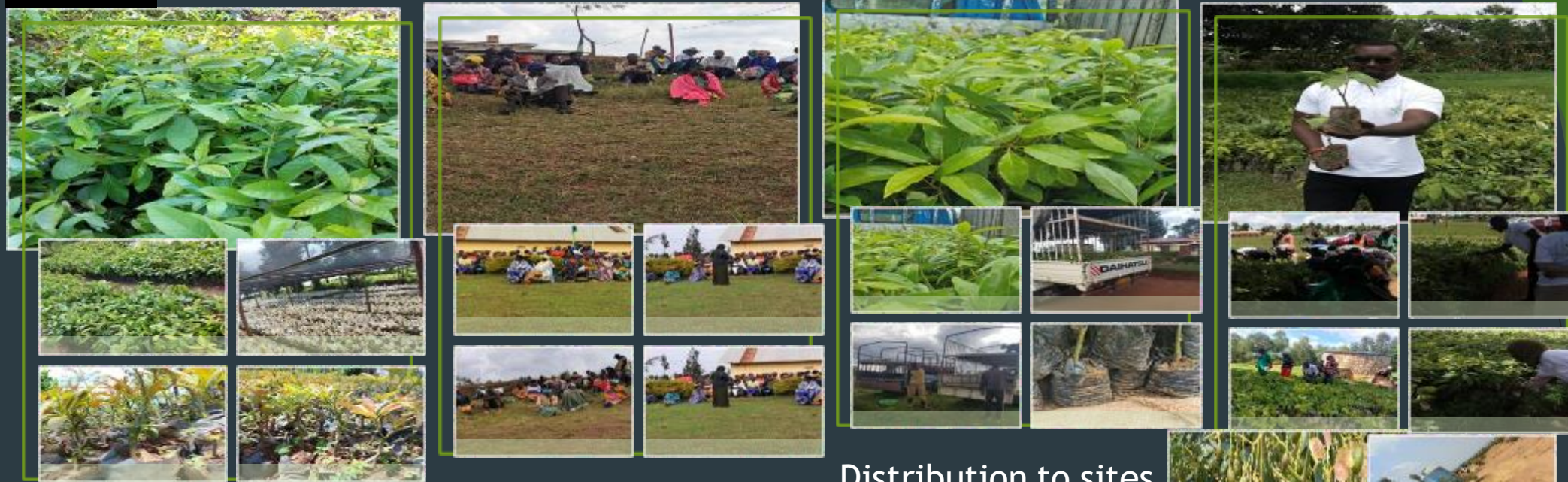
That's how we thought on preparing our own nursery bed for raising seedlings. And worked together with local people with land, and then we made a venture on how they will plant our trees (they gain, we gain).

This will give value to the local people (small farmers), increase their income, their financial stability and their standard of living.

The issue we are facing now is the Global G.A.P certification but we are still looking forward to get it.



# Nursery beds and supplying



Nursery beds

Meetings and trainings

Distribution to sites

Serving, planting and after

**NOTE:**

- ▶ We tried to make collection of pictures from the beginning in nursery beds to local meeting being trained on how to plant and take care of them.
- ▶ So we sent team after team teaching and distributing those trees.
- ▶ After that we made a venture with green gicumbi and FONERWA (government institution).



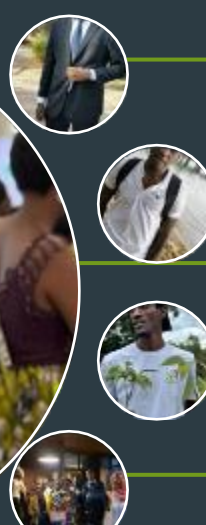
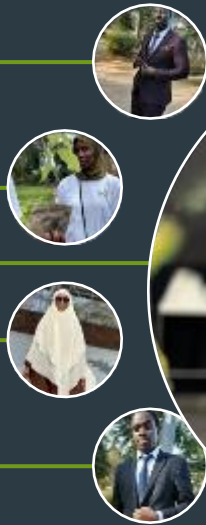


# Team us:

CEO & Owner



G.M & Marketing manager



O.M & Packhouse Management



General secretary



Head of Finance



Quality Controller



Head of supervisor

- ▶ After this hard work all these years I didn't work alone. When we started, we were 2 monthly workers and 11 casual workers.
- ▶ But now we have 7 staff members, 5 other extra leaders on their station, 13 aggregators and 74 casual workers.
- ▶ We are very grateful to our workers and thankful.

24/7

MONDAY to FRIDAY



### HASS AVOCADO

Package weight

4Kg/Box  
10Kg/box



### FUERTE AVOCADO

Package weight

4Kg/Box  
10Kg/box



### YELLOW banana

KAMARA & GROS MICHEL

Package weight  
4Kg - 4.5Kg - 5Kg/Box



### GREEN banana

Package weight  
4Kg/Box  
4.5Kg/Box  
5Kg/Box



### PINEAPPLE

Packaging weight  
4Kg per box  
12Kg per box



### BIRD EYE CHILI

CAPSICUM ANNUM  
Package weight

4Kg/Box  
10Kg/box



### HABANERO CHILI

Habanero Fl (scot bonnet,  
lengai afadja)

Package weight

4Kg - 4.5Kg - 5Kg/per Box



### PASSION FRUIT

Packaging weight  
1.5Kg per box  
2Kg per box  
5Kg per box



### FRESH FRENCH BEANS

Packaging weight  
1.5Kg per box  
2Kg per box



### GINGER

Packaging weight  
4Kg per box  
12Kg per box



## MAKE YOUR

**order now**

### REACH OUT HERE

LOCATION 46KN 169st KIGALI, RWANDA

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AND QUALITY IN EVERY HARVEST.**

24/7

FROM MONDAY TO FRIDAY



SIFRESHLTD



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COLEAD operates within the framework of development cooperation  
between the Organisation of African, Caribbean and Pacific States (OACPS)  
and the European Union.*

# Thank you

